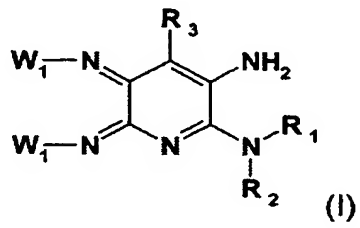
CLAIMS

1. Dye composition comprising, in a suitable medium, a compound of formula (I) below or an addition salt thereof:



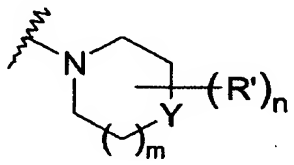
(I)

in which

- R_3 represents:
  - a hydrogen atom,
  - a linear or branched C_1-C_{10} hydrocarbon-based chain, which can form one or more 4- to 8-membered carbon-based rings, and which may be saturated or unsaturated, one or more carbon atoms of the carbon-based chain of which may be replaced with an oxygen, nitrogen or sulphur atom or with an SO_2 group, and the carbon atoms of which may be, independently of each other, substituted with one or more halogen atoms; R_3 not comprising a peroxide bond or diazo or nitroso radicals,
  - $NR'_1R'_2$, R'_1 and R'_2 being as defined for R_1 and R_2,
- R_1 and R_2 represent, independently of each other:
  - a hydrogen atom,

- a linear or branched C_1-C_{10} hydrocarbon-based chain, which can form one or more 4- to 8-membered carbon-based rings, and which may be saturated or unsaturated, one or more carbon atoms of the carbon-based chain of which may be replaced with an oxygen, nitrogen or sulphur atom or with an SO_2 group, and the carbon atoms of which may be, independently of each other, substituted with one or more halogen atoms; R_1 and R_2 not comprising a peroxide bond or diazo or nitroso radicals, and R_1 and R_2 not being directly linked to the nitrogen atom via an oxygen, sulphur or nitrogen atom or SO_2,
- an onium radical Z, or

- R_1 and R_2 form, together with the nitrogen atom to which they are attached, a ring of formula (II):



formula (II)

in which

- R' represents:
  - a hydrogen atom;
  - a halogen atom;

- a C_1-C_4 alkyl radical optionally substituted with one or more radicals chosen from hydroxyl, carboxyl, C_1-C_4 alkoxycarbonyl, (C_1-C_4)alkylamido ((C_1-C_4)alkylCONH-), (C_1-C_4)alkylcarbamoyl ((C_1-C_4)alkylNHCO-), (C_1-C_4)alkylsulphonyl ((C_1-C_4)alkylSO_2-), C_1-C_4 alkoxy, (C_1-C_4)alkylsulphonamido ((C_1-C_4)alkylSO_2NH-), (C_1-C_4)alkylsulphamoyl ((C_1-C_4)alkylNHSO_2-) and onium Z radicals;
- $NR'_3R'_4$;
- a carboxyl radical;
- a C_1-C_4 alkoxycarbonyl radical;
- a (C_1-C_4)alkylamido radical ((C_1-C_4)alkylCONH-);
- a (C_1-C_4)alkylsulphonyl radical (alkylSO_2-);
- an alkylsulphonamido radical ((C_1-C_4)alkylSO_2NH-);
- a hydroxyl radical;
- a C_1-C_4 alkoxy radical;
- a C_2-C_4 hydroxyalkoxy radical;
- a (C_1-C_4)alkylcarbamoyl radical ((C_1-C_4)alkylNHCO-);
- (C_1-C_4)alkylsulphamoyl ((C_1-C_4)alkyl-NH-SO_2-);
- a C_1-C_4 thioether radical;
- a sulphonic radical (SO_3H), which may be in salt form;

- an onium radical Z,

R'_3 and R'_4, which may be identical or different, represent a hydrogen atom; a C_1-C_4 alkyl radical optionally substituted with one or more radicals chosen from hydroxyl, C_1-C_4 alkoxy, amino, mono- or dialkylamino, (C_1-C_4)alkylCO-, (C_1-C_4)alkylNHCO- and (C_1-C_4)alkylSO_2- radicals,

- n is an integer between 1 and 8,

- m is an integer between 0 and 3, preferably from 0 to 2,

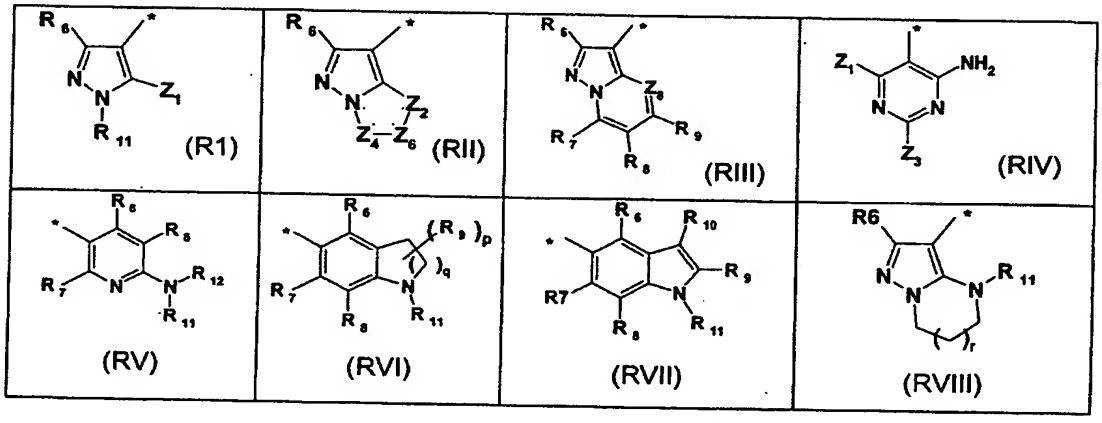
- Y represents an oxygen atom, a radical CR', a radical NR'_5 or a radical $NR'_6R'_7$ with

R'_5 which represents a hydrogen atom; a linear or branched C_1-C_{10} hydrocarbon-based chain, which may be saturated or unsaturated, one or more of the carbon atoms of the carbon-based chain of which may be replaced with an oxygen, nitrogen or sulphur atom or with an SO_2 group, and the carbon atoms of which may be, independently of each other, substituted with one or more halogen atoms; R'_5 not comprising a peroxide bond or diazo or nitroso radicals, and R'_5 not being directly linked to the nitrogen atom via an oxygen, sulphur or nitrogen atom,

R'_6 and R'_7 which represent, independently, a linear or branched C_1-C_{10} hydrocarbon-based

chain, which may be saturated or unsaturated, one or more carbon atoms of the carbon-based chain of which may be replaced with an oxygen, nitrogen or sulphur atom or with an SO_2 group, and the carbon atoms of which may be, independently of each other, substituted with one or more halogen atoms; R'_6 and R'_7 not comprising a peroxide bond or diazo or nitroso radicals, and R'_6 and R'_7 not being directly linked to the nitrogen atom via an oxygen, sulphur or nitrogen atom,

- W_1 represents an aromatic heterocyclic radical chosen from the following radicals

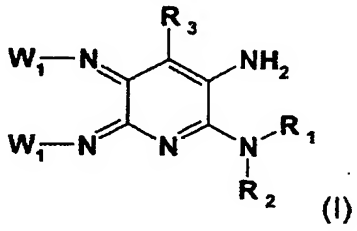


- Z_1 and Z_3 represent, independently of each other, a hydroxyl or $NR_{11}R_{12}$ radical,
- Z_2, Z_4 and Z_6 represent, independently of each other, a nitrogen atom or a radical CR_{12} or NR_{11}, with the proviso that at least one of them

represents a radical CR_{12} and that there cannot be more than three contiguous nitrogen atoms,

- Z_8 represents a nitrogen atom or a radical CR_{15},
- R_6, R_7, R_8, R_9, R_{10}, R_{11}, R_{12} and R_{15} represent, independently of each other:
  - a hydrogen atom,
  - a linear or branched C_1-C_{10} hydrocarbon-based chain, which can form one or more 4- to 8-membered carbon-based rings, and which may be saturated or unsaturated, one or more carbon atoms of the carbon-based chain of which may be replaced with an oxygen, nitrogen or sulphur atom or with an SO_2 group, and the carbon atoms of which may be, independently of each other, substituted with one or more halogen atoms; the radicals R_6 to R_{12} and R_{15} not comprising a peroxide bond or diazo or nitroso radicals, and the radical R_{11} not being directly linked to the nitrogen atom via an oxygen, sulphur or nitrogen atom,
  - p may take the values 4 to 8,
  - q may take the values 1 to 3, and
  - r may take the values 0 to 2,
  - * indicates the point of attachment of W_1 in formula (I).

2. Dye composition according to Claim 1 comprising, in a suitable medium, a compound of formula (I) below or an addition salt thereof:



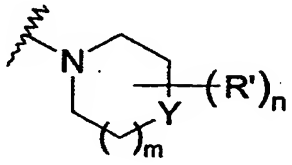
(I)

in which

- R_3 represents:
  - a hydrogen atom,
  - a linear or branched C_1-C_{10} hydrocarbon-based chain, which can form one or more 4- to 8-membered carbon-based rings, and which may be saturated or unsaturated, one or more carbon atoms of the carbon-based chain of which may be replaced with an oxygen, nitrogen or sulphur atom or with an SO_2 group, and the carbon atoms of which may be, independently of each other, substituted with one or more halogen atoms or hydroxyl, amino, carboxyl, sulphonic or thiol radicals; R_3 not comprising a peroxide bond or diazo or nitroso radicals,
  - $NR'_1R'_2$, R'_1 and R'_2 being as defined for R_1 and R_2
- R_1 and R_2 represent, independently of each other:
  - a hydrogen atom

- a linear or branched C_1-C_{10} hydrocarbon-based chain, which can form one or more 4- to 8-membered carbon-based rings, and which may be saturated or unsaturated, one or more carbon atoms of the carbon-based chain of which may be replaced with an oxygen, nitrogen or sulphur atom or with an SO_2 group, and the carbon atoms of which may be, independently of each other, substituted with one or more halogen atoms or hydroxyl, amino, carboxyl, sulphonic or thiol radicals; R_1 and R_2 not comprising a peroxide bond or diazo or nitroso radicals, and R_1 and R_2 not being linked directly to the nitrogen atom via an oxygen, sulphur or nitrogen atom or SO_2,
- an onium radical Z, or

- R_1 and R_2 form, together with the nitrogen atom to which they are attached, a ring of formula (II):



formula (II)

in which:

- R′ represents:
  - a hydrogen atom;
  - a halogen atom;

- a C_1-C_4 alkyl radical optionally substituted with one or more radicals chosen from hydroxyl, carboxyl, C_1-C_4 alkoxycarbonyl, (C_1-C_4)alkylamido ((C_1-C_4)alkylCONH-), (C_1-C_4)alkylcarbamoyl ((C_1-C_4)alkylNHCO-), (C_1-C_4)alkylsulphonyl ((C_1-C_4)alkylSO_2-), C_1-C_4 alkoxy, (C_1-C_4)alkylsulphonamido((C_1-C_4)alkylSO_2NH-), (C_1-C_4)alkylsulphamoyl ((C_1-C_4)alkylNHSO_2-), and onium Z radicals,
- $NR'_3R'_4$;
- a carboxyl radical;
- a C_1-C_4 alkoxycarbonyl radical;
- a (C_1-C_4)alkylamido radical ((C_1-C_4)alkylCONH-);
- a (C_1-C_4)alkylsulphonyl radical (alkylSO_2-);
- an alkylsulphonamido radical ((C_1-C_4)alkylSO_2NH-);
- a hydroxyl radical;
- a C_1-C_4 alkoxy radical;
- a C_2-C_4 hydroxyalkoxy radical;
- a (C_1-C_4)alkylcarbamoyl radical ((C_1-C_4)alkylNHCO-);
- (C_1-C_4)alkylsulphamoyl ((C_1-C_4)alkyl-NH-SO_2-);
- a C_1-C_4 thioether radical;
- a sulphonic radical (SO_3H) which may be in salt form;
- an onium radical Z;

R'_3 and R'_4, which may be identical or different, represent a hydrogen atom; a C_1-C_4 alkyl radical optionally substituted with one or more radicals chosen from hydroxyl, C_1-C_4 alkoxy, amino, monoalkylamino, dialkylamino, (C_1-C_4)alkylCO-, (C_1-C_4)alkylNHCO- and (C_1-C_4)alkylSO_2- radicals,

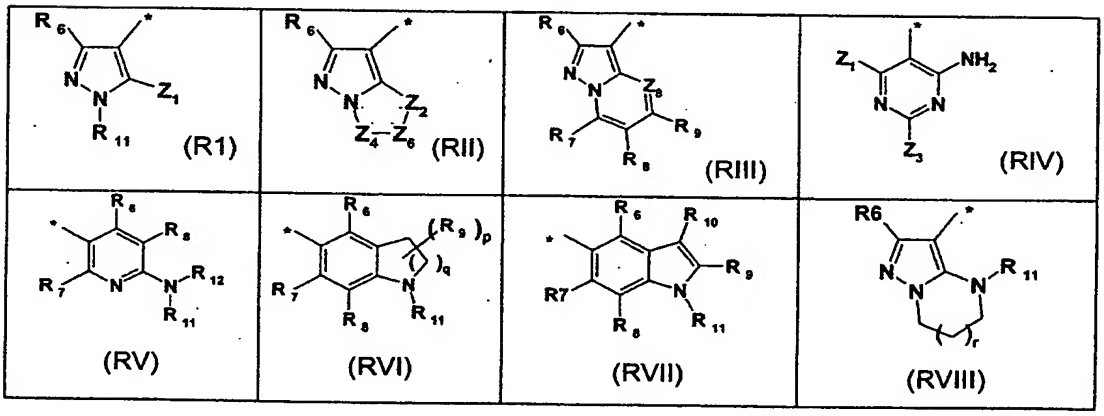
- n is an integer between 1 and 8,
- m is an integer between 0 and 3 and preferably between 0 and 2,
- Y represents an oxygen atom, a radical CR', a radical NR'_5 or a radical $NR'_6R'_7$, with

R'_5 which represents a hydrogen atom; a linear or branched C_1-C_{10} hydrocarbon-based chain, which may be saturated or unsaturated, one or more carbon atoms of the carbon-based chain of which may be replaced with an oxygen, nitrogen or sulphur atom or with an SO_2 group, and the carbon atoms of which may be, independently of each other, substituted with one or more halogen atoms or hydroxyl, amino, carboxyl, sulphonic or thiol radicals; R'_5 not comprising a peroxide bond or diazo or nitroso radicals, and R'_5 not being linked directly to the nitrogen atom via an oxygen, sulphur or nitrogen atom,

R'_6 and R'_7 which independently represent a linear or branched C_1-C_{10} hydrocarbon-based

chain, which may be saturated or unsaturated, one or more carbon atoms of the carbon-based chain of which may be replaced with an oxygen, nitrogen or sulphur atom or with an SO_2 group, and the carbon atoms of which may be, independently of each other, substituted with one or more halogen atoms or hydroxyl, amino, carboxyl, sulphonic or thiol radicals; R'_6 and R'_7 not comprising a peroxide bond or diazo or nitroso radicals, and R'_6 and R'_7 not being linked directly to the nitrogen atom via an oxygen, sulphur or nitrogen atom,

- W_1 represents an aromatic heterocyclic radical chosen from the following radicals



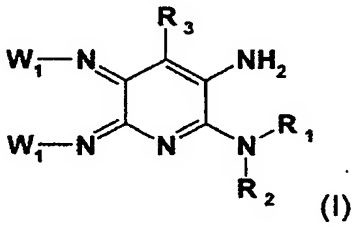
- Z_1 and Z_3 represent, independently of each other, a hydroxyl radical or a radical $NR_{11}R_{12}$;
- Z_2, Z_4 and Z_6 represent, independently of each other, a nitrogen atom or a radical CR_{12} or NR_{11}, with the proviso that at least one of them

represents a radical CR_{12} and that there cannot be more than three contiguous nitrogen atoms,

- Z_8 represents a nitrogen atom or a radical CR_{15};
- R_6, R_7, R_8, R_9, R_{10}, R_{11}, R_{12} and R_{15} represent, independently of each other:
  - a hydrogen atom,
  - a linear or branched C_1-C_{10} hydrocarbon-based chain, which can form one or more 4- to 8-membered carbon-based rings, and which may be saturated or unsaturated, one or more carbon atoms of the carbon-based chain of which may be replaced with an oxygen, nitrogen or sulphur atom or with an SO_2 group, and the carbon atoms of which may be, independently of each other, substituted with one or more halogen atoms or hydroxyl, amino, carboxyl, sulphonic or thiol radicals; the radicals R_6 to R_{12} and R_{15} not comprising a peroxide bond or diazo or nitroso radicals and the radical R_{11} not being linked directly to the nitrogen atom via an oxygen, sulphur or nitrogen atom,
  - p can take the values 4 to 8,
  - q can take the values 1 to 3, and
  - r can take the values 0 to 2,

- * indicates the point of attachment of W_1 in formula (I).

3. Dye composition according to Claim 1 comprising, in a suitable medium, a compound of formula (I) below or an addition salt thereof:



(I)

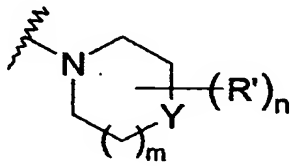
in which

- R_3 represents:
  - a hydrogen atom,
  - a linear or branched C_1-C_{10} hydrocarbon-based chain, which can form one or more 4- to 8-membered carbon-based rings, and which may be saturated or unsaturated, one or more carbon atoms of the carbon-based chain of which may be replaced with an oxygen, nitrogen or sulphur atom or with an SO_2 group, and the carbon atoms of which may be, independently of each other, substituted with one or more halogen atoms or hydroxyl, amino, C_1-C_2 (di)alkylamino, C_1-C_2 alkoxy, carboxyl, sulphonic or thiol radicals; R_3 not comprising a peroxide bond or diazo or nitroso radicals,

- $NR'_1R'_2$, R'_1 and R'_2 being as defined for R_1 and R_2

- R_1 and R_2 represent, independently of each other:
  - a hydrogen atom
  - a linear or branched C_1-C_{10} hydrocarbon-based chain, which can form one or more 4- to 8-membered carbon-based rings, and which may be saturated or unsaturated, one or more carbon atoms of the carbon-based chain of which may be replaced with an oxygen, nitrogen or sulphur atom or with an SO_2 group, and the carbon atoms of which may be, independently of each other, substituted with one or more halogen atoms or hydroxyl, amino, C_1-C_2 (di)alkylamino, C_1-C_2 alkoxy, carboxyl, sulphonic or thiol radicals; R_1 and R_2 not comprising a peroxide bond or diazo or nitroso radicals, and R_1 and R_2 not being linked directly to the nitrogen atom via an oxygen, sulphur or nitrogen atom or SO_2,
  - an onium radical Z, or

- R_1 and R_2 form, together with the nitrogen atom to which they are attached, a ring of formula (II):



formula (II)

in which:

- R′ represents:
  - a hydrogen atom;
  - a halogen atom;
  - a C_1-C_4 alkyl radical optionally substituted with one or more radicals chosen from hydroxyl, carboxyl, C_1-C_4 alkoxycarbonyl, (C_1-C_4)alkylamido ((C_1-C_4)alkylCONH-), (C_1-C_4)alkylcarbamoyl ((C_1-C_4)alkylNHCO-), (C_1-C_4)alkylsulphonyl ((C_1-C_4)alkylSO_2-), C_1-C_4 alkoxy, (C_1-C_4)alkylsulphonamido((C_1-C_4)alkylSO_2NH-), (C_1-C_4)alkylsulphamoyl ((C_1-C_4)alkylNHSO_2-), and onium Z radicals,
  - $NR'_3R'_4$;
  - a carboxyl radical;
  - a C_1-C_4 alkoxycarbonyl radical;
  - a (C_1-C_4)alkylamido radical ((C_1-C_4)alkylCONH-);
  - a (C_1-C_4)alkylsulphonyl radical (alkylSO_2-);
  - an alkylsulphonamido radical ((C_1-C_4)alkylSO_2NH-);
  - a hydroxyl radical;
  - a C_1-C_4 alkoxy radical;
  - a C_2-C_4 hydroxyalkoxy radical;
  - a (C_1-C_4)alkylcarbamoyl radical ((C_1-C_4)alkylNHCO-);
  - (C_1-C_4)alkylsulphamoyl ((C_1-C_4)alkyl-NH-SO_2-);

- a C_1-C_4 thioether radical;
- a sulphonic radical (SO_3H) which may be in salt form;
- an onium radical Z;

R'_3 and R'_4, which may be identical or different, represent a hydrogen atom; a C_1-C_4 alkyl radical optionally substituted with one or more radicals chosen from hydroxyl, C_1-C_4 alkoxy, amino, monoalkylamino, dialkylamino, (C_1-C_4)alkylCO-, (C_1-C_4)alkylNHCO- and (C_1-C_4)alkylSO_2- radicals,

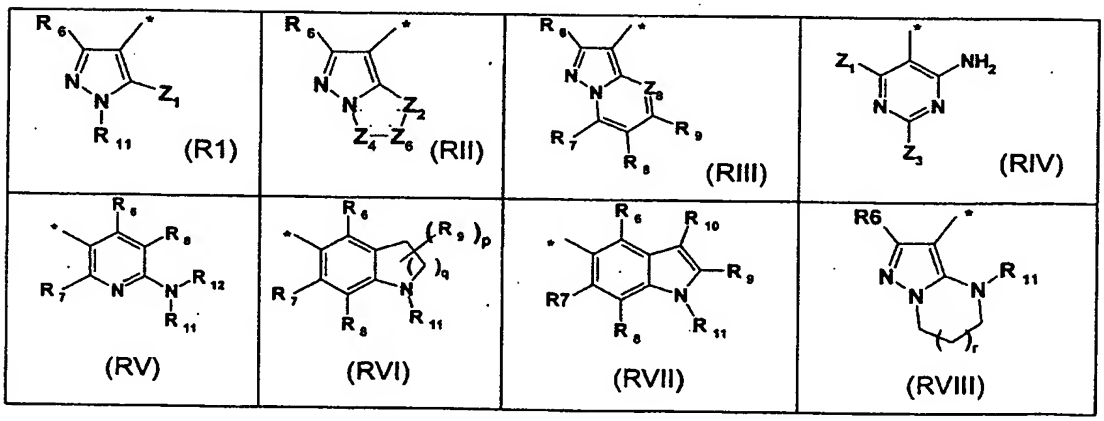
- n is an integer between 1 and 8,
- m is an integer between 0 and 3 and preferably between 0 and 2,
- Y represents an oxygen atom, a radical CR', a radical NR'_5 or a radical $NR'_6R'_7$, with

R'_5 which represents a hydrogen atom; a linear or branched C_1-C_{10} hydrocarbon-based chain, which may be saturated or unsaturated, one or more carbon atoms of the carbon-based chain of which may be replaced with an oxygen, nitrogen or sulphur atom or with an SO_2 group, and the carbon atoms of which may be, independently of each other, substituted with one or more halogen atoms or hydroxyl, amino, carboxyl, sulphonic or thiol radicals; R'_5 not comprising a peroxide bond or diazo or nitroso radicals, and R'_5 not being linked

directly to the nitrogen atom via an oxygen, sulphur or nitrogen atom,

R'_6 and R'_7 which independently represent a linear or branched C_1-C_{10} hydrocarbon-based chain, which may be saturated or unsaturated, one or more carbon atoms of the carbon-based chain of which may be replaced with an oxygen, nitrogen or sulphur atom or with an SO_2 group, and the carbon atoms of which may be, independently of each other, substituted with one or more halogen atoms or hydroxyl, amino, carboxyl, sulphonic or thiol radicals; R'_6 and R'_7 not comprising a peroxide bond or diazo or nitroso radicals, and R'_6 and R'_7 not being linked directly to the nitrogen atom via an oxygen, sulphur or nitrogen atom,

- W_1 represents an aromatic heterocyclic radical chosen from the following radicals



- Z_1 and Z_3 represent, independently of each other, a hydroxyl radical or a radical $NR_{11}R_{12}$;
- Z_2, Z_4 and Z_6 represent, independently of each other, a nitrogen atom or a radical CR_{12} or NR_{11}, with the proviso that at least one of them represents a radical CR_{12} and that there cannot be more than three contiguous nitrogen atoms,
- Z_8 represents a nitrogen atom or a radical CR_{15};
- R_6, R_7, R_8, R_9, R_{10}, R_{11}, R_{12} and R_{15} represent, independently of each other:
  - a hydrogen atom,
  - a linear or branched C_1-C_{10} hydrocarbon-based chain, which can form one or more 4- to 8-membered carbon-based rings, and which may be saturated or unsaturated, one or more carbon atoms of the carbon-based chain of which may be replaced with an oxygen, nitrogen or sulphur atom or with an SO_2 group, and the carbon atoms of which may be, independently of each other, substituted with one or more halogen atoms or hydroxyl, amino, carboxyl, sulphonic or thiol radicals; the radicals R_6 to R_{12} and R_{15} not comprising a peroxide bond or diazo or nitroso radicals and the radical R_{11} not being linked directly to the nitrogen

atom via an oxygen, sulphur or nitrogen atom,

- p can take the values 4 to 8,
- q can take the values 1 to 3, and
- r can take the values 0 to 2,
- * indicates the point of attachment of W_1 in formula (I).

4. Composition according to Claim 1, in which R_3 is chosen from a hydrogen atom and a C_1-C_4 alkyl radical optionally substituted with one or more radicals chosen from hydroxyl, C_1-C_2 alkoxy, amino and C_1-C_2 (di)alkylamino radicals.

5. Composition according to Claim 1 or 4, in which R_1 and R_2 are chosen, separately, from a hydrogen atom and a C_1-C_6 alkyl radical optionally substituted with a hydroxyl, alkoxy, amino or C_1-C_4 (di)alkylamino.

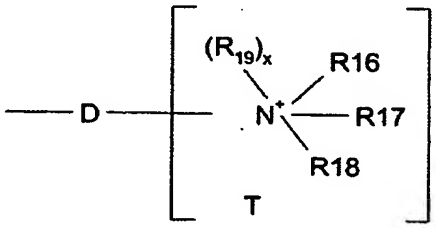
6. Composition according to Claim 1 or 4, in which R_1 and R_2 form, with the nitrogen atom to which they are attached, a 5- or 8-membered heterocycle chosen from pyrrolidine, piperidine, homopiperidine, piperazine, homopiperazine and optionally substituted diazepane heterocycles.

7. Composition according to Claim 6, in which R_1 and R_2 form a heterocycle chosen from pyrrolidine, 3-hydroxypyrrolidine, 3-aminopyrrolidine, 3-acetamidopyrrolidine,

3-(methylsulphonylamino)pyrrolidine, proline, 3-hydroxyproline, piperidine, hydroxypiperidine, homopiperidine, diazepane, N-methylhomopiperazine and N-β-hydroxyethylhomopiperazine, and the addition salts thereof.

8. Composition according to either of Claims 6 and 7, in which R_1 and R_2 form, with the nitrogen atom to which they are attached, an optionally substituted pyrrolidine ring.

9. Composition according to any one of Claims 1 to 8, in which the onium radical Z corresponding to formula (III)



(III)

in which

- D is a covalent bond or a linear or branched C_1-C_{14} alkylene chain which may contain one or more hetero atoms chosen from oxygen, sulphur and nitrogen, SO_2 or one or more ketone functions, the chain possibly being substituted with one or more hydroxyl, C_1-C_6 alkoxy, amino or C_1-C_4 (di)alkylamino radicals,

- R_{16}, R_{17} and R_{18}, taken separately, represent a C_1-C_{15} alkyl radical; a C_1-C_6 monohydroxyalkyl radical; a C_2-C_6 polyhydroxyalkyl radical; a (C_1-C_6)alkoxy(C_1-C_6)alkyl radical; an aryl radical; a benzyl radical; a C_1-C_6 amidoalkyl radical; a tri(C_1-C_6)alkylsilane(C_1-C_6)alkyl radical; a C_1-C_6 aminoalkyl radical; a C_1-C_6 aminoalkyl radical in which the amine is mono- or disubstituted with a C_1-C_4 alkyl, (C_1-C_6)alkylcarbonyl, amido or (C_1-C_6)alkylsulphonyl radical; a carbamyl(C_1-C_6)alkyl radical; a (C_1-C_6)alkylcarboxy(C_1-C_6)alkyl radical; a (C_1-C_6)alkylcarbonyl(C_1-C_6)alkyl radical; an N-(C_1-C_6)alkylcarbamyl(C_1-C_6)alkyl radical;
- R_{16}, R_{17} and R_{18} together, in pairs, form, with the nitrogen atom to which they are attached, a 4-, 5-, 6- or 7-membered carbon-based saturated ring which may contain one or more hetero atoms, the cationic ring possibly being substituted with a halogen atom, a hydroxyl radical, a C_1-C_6 alkyl radical, a C_1-C_6 monohydroxyalkyl radical, a C_2-C_6 polyhydroxyalkyl radical, a C_1-C_6 alkoxy radical, a tri(C_1-C_6)alkylsilane(C_1-C_6)alkyl radical, an amido radical, a carboxyl radical, a C_1-C_6 alkylcarbonyl radical, a thio

radical, a C_1-C_6 thioalkyl radical, a (C_1-C_6)alkylthio radical, an amino radical or an amino radical mono- or disubstituted with a (C_1-C_6)alkyl, (C_1-C_6)alkylcarbonyl, amido or (C_1-C_6)alkylsulphonyl radical;

- R_{19} represents a C_1-C_6 alkyl radical; a C_1-C_6 monohydroxyalkyl radical; a C_2-C_6 polyhydroxyalkyl radical; an aryl radical; a benzyl radical; a C_1-C_6 aminoalkyl radical; a C_1-C_6 aminoalkyl radical in which the amine is mono- or disubstituted with a (C_1-C_6)alkyl, (C_1-C_6)alkylcarbonyl, amido or (C_1-C_6)alkylsulphonyl radical; a carboxy(C_1-C_6)alkyl radical; a carbamyl(C_1-C_6)alkyl radical; a C_1-C_6 trifluoroalkyl radical; a tri(C_1-C_6)alkylsilane(C_1-C_6)alkyl radical; a C_1-C_6 sulphonamidoalkyl radical; a (C_1-C_6)alkylcarboxy(C_1-C_6)alkyl radical; a (C_1-C_6)alkylsulphinyl(C_1-C_6)alkyl radical; a (C_1-C_6)alkylsulphonyl(C_1-C_6)alkyl radical; a (C_1-C_6)alkylcarbonyl(C_1-C_6)alkyl radical; an N-(C_1-C_6)alkylcarbamyl(C_1-C_6)alkyl radical; an N-(C_1-C_6)alkylsulphonamido(C_1-C_6)alkyl radical;
- x is 0 or 1,

- when x = 0, then linker arm D is attached to the nitrogen atom bearing the radicals R_{16} to R_{18},
- when x = 1, then two of the radicals R_{16} to R_{18} form, together with the nitrogen atom to which they are attached, a 5-, 6- or 7-membered saturated ring and the linker arm D is linked to a carbon atom of the saturated ring;

• T is a counterion.

10. Composition according to Claim 9, in which

x is equal to 0 and R_{16}, R_{17} and R_{18}, separately, are chosen from a C_1-C_6 alkyl radical, a C_1-C_4 monohydroxyalkyl radical, a C_2-C_4 polyhydroxyalkyl radical, a (C_1-C_6)alkoxy(C_1-C_4)alkyl radical, a C_1-C_6 amidoalkyl radical or a tri(C_1-C_6)alkylsilane(C_1-C_6)alkyl radical, or

x is equal to 0 and R_{16} and R_{17} together form an azetidine, pyrrolidine, piperidine, homopiperidine, piperazine, homopiperazine or morpholine ring, then R_{18} is chosen from a C_1-C_6 alkyl radical; a C_1-C_6 monohydroxyalkyl radical; a C_2-C_6 polyhydroxyalkyl radical; a C_1-C_6 aminoalkyl radical; an aminoalkyl radical in which the amine is mono- or disubstituted with a (C_1-C_4)alkyl, (C_1-C_6)alkylcarbonyl, amido or (C_1-

C_6)alkylsulphonyl radical; a C_1-C_6 carbamylalkyl radical; a tri(C_1-C_6)alkylsilane(C_1-C_6)alkyl radical; a (C_1-C_6)alkylcarboxy(C_1-C_6)alkyl radical; a (C_1-C_6)alkylcarbonyl(C_1-C_6)alkyl radical; an N-(C_1-C_6)alkylcarbamyl-(C_1-C_6)alkyl radical.

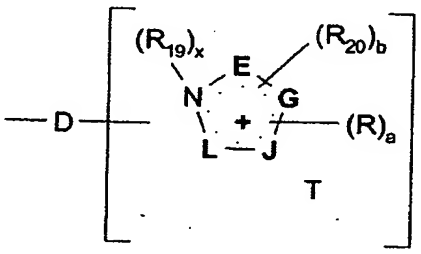
11. Composition according to Claim 9, in which x is equal to 1, R_{19} is chosen from a C_1-C_6 alkyl radical; a C_1-C_6 monohydroxyalkyl radical; a C_2-C_6 polyhydroxyalkyl radical; a C_1-C_6 aminoalkyl radical; a C_1-C_6 aminoalkyl radical in which the amine is mono- or disubstituted with a (C_1-C_6)alkyl, (C_1-C_6)alkylcarbonyl, amido or (C_1-C_6)alkylsulphonyl radical; a C_1-C_6 carbamylalkyl radical; a tri(C_1-C_6)alkylsilane(C_1-C_6)alkyl radical; a (C_1-C_6)alkylcarboxy(C_1-C_6)alkyl radical; a (C_1-C_6)alkylcarbonyl(C_1-C_6)alkyl radical; an N-(C_1-C_6)alkylcarbamyl(C_1-C_6)alkyl radical; R_{16} and R_{17} together form an azetidine, pyrrolidine, piperidine, homopiperidine, piperazine, homopiperazine or morpholine ring, and R_{18} is then chosen from a C_1-C_6 alkyl radical; a C_1-C_6 monohydroxyalkyl radical; a C_2-C_6 polyhydroxyalkyl radical; a C_1-C_6 aminoalkyl radical; a C_1-C_6 aminoalkyl radical in which the amine is mono- or disubstituted with a (C_1-C_4)alkyl, (C_1-C_6)alkylcarbonyl, amido or (C_1-C_6)alkylsulphonyl radical; a C_1-C_6 carbamylalkyl radical; a tri(C_1-C_6)alkylsilane(C_1-C_6)alkyl radical; a (C_1-C_6)alkylcarboxy(C_1-C_6)alkyl

radical; a (C_1-C_6)alkylcarbonyl(C_1-C_6)alkyl radical; an N-(C_1-C_6)alkylcarbamyl(C_1-C_6)alkyl radical.

12. Composition according to either of Claims 9 and 10, in which x is equal to 0, and R_{16}, R_{17} and R_{18} are alkyl radicals.

13. Composition according to any one of Claims 9 to 12, in which D is a covalent bond or a C_1-C_6 alkylene chain which may be substituted.

14. Composition according to any one of Claims 1 to 8, in which the onium radical Z corresponding to formula (IV)



(IV)

in which

- D is as defined in Claim 9 or 13,
- the ring members E, G, J and L, which may be identical or different, represent a carbon, oxygen, sulphur or nitrogen atom to form a pyrazole, imidazole, triazole, oxazole, isoxazole, thiazole or isothiazole ring,
- a is an integer between 0 and 3 inclusive;
- b is an integer between 0 and 1 inclusive;

- a+b is an integer between 2 and 4,
- R, which may be identical or different, represent a hydrogen or halogen atom, a hydroxyl radical, a C_1-C_6 alkyl radical, a C_1-C_6 monohydroxyalkyl radical, a C_2-C_6 polyhydroxyalkyl radical, a C_1-C_6 alkoxy radical, a tri(C_1-C_6)alkylsilane(C_1-C_6)alkyl radical, an amido radical, a carboxyl radical, a C_1-C_6 alkylcarbonyl radical, a thio radical, a C_1-C_6 thioalkyl radical, a (C_1-C_6)alkylthio radical, an amino radical, an amino radical mono- or disubstituted with a (C_1-C_6)alkyl, (C_1-C_6)alkylcarbonyl, amido or (C_1-C_6)alkylsulphonyl radical; a C_1-C_6 monohydroxyalkyl radical or a C_2-C_6 polyhydroxyalkyl radical; a benzyl radical; a phenyl radical optionally substituted with one or more radicals chosen from methyl, hydroxyl, amino and methoxy radicals; it being understood that the radicals R are borne by a carbon atom;
- R_{20} represents a C_1-C_6 alkyl radical, a C_1-C_6 monohydroxyalkyl radical, a C_2-C_6 polyhydroxyalkyl radical, a tri(C_1-C_6)alkylsilane(C_1-C_6)alkyl radical, a (C_1-C_6)alkoxy(C_1-C_6)alkyl radical, a C_1-C_6 carbamylalkyl radical, a (C_1-C_6)alkylcarboxy-

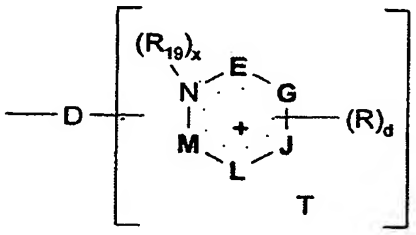
(C_1-C_6)alkyl radical or a benzyl radical; it being understood that the radical R_{20} is borne by a nitrogen atom,

- R_{19} is as defined in Claim 9 or 11,
- x is equal to 0 or 1,
  - when x = 0, the linker arm D is attached to the nitrogen atom,
  - when x = 1, the linker arm D is attached to one of the ring members E, G, J or L when E, G, J or L represents a carbon atom,
- T is a counterion.

15. Composition according to Claim 14, in which the ring members E, G, J and L form an imidazole, pyrazole, oxazole, thiazole or triazole ring.

16. Composition according to Claim 14 or 15, in which x is equal to 0, and D is a single bond or a C_1-C_4 alkylene chain which may be substituted.

17. Composition according to any one of Claims 1 to 8, in which the onium radical Z corresponding to formula (V)



(V)

in which

- D, R and R_{19} are as defined in Claim 14,
- the ring members E, G, J, L and M, which may be identical or different, represent a carbon or nitrogen atom and form a ring chosen from pyridine, pyrimidine, pyrazine, triazine and pyridazine rings,
- d is an integer between 3 and 5 inclusive,
- x is equal to 0 or 1,
  - when x = 0, the linker arm D is attached to the nitrogen atom,
  - when x = 1, the linker arm D is attached to one of the ring members E, G, J, L or M, when E, G, J, L or M represents a carbon atom,
- T represents a counterion.

18. Composition according to Claim 17, in which the ring members E, G, J, L and M form, with the nitrogen of the ring, a ring chosen from pyridine, pyrimidine, pyridazine and pyrazine rings.

19. Compositions according to any one of Claims 14 to 18, in which x is equal to 0 and R is chosen from a hydroxyl radical, a C_1-C_6 alkyl radical, a C_1-C_6 monohydroxyalkyl radical, a C_2-C_6 polyhydroxyalkyl radical, a C_1-C_6 alkoxy radical, a tri(C_1-C_6)-alkylsilane(C_1-C_6)alkyl radical, an amido radical, a

C_1-C_6 alkylcarbonyl radical, an amino radical, an amino radical mono- or disubstituted with a (C_1-C_6)alkyl, (C_1-C_6)alkylcarbonyl, amido or (C_1-C_6)alkylsulphonyl radical; a C_1-C_6 monohydroxyalkyl radical or a C_2-C_6 polyhydroxyalkyl radical; it being understood that the radicals R are borne by a carbon atom.

20. Composition according to any one of Claims 14 to 18, in which x is equal to 1, R_{19} is chosen from a C_1-C_6 alkyl radical; a C_1-C_6 monohydroxyalkyl radical; a C_2-C_6 polyhydroxyalkyl radical; a C_1-C_6 aminoalkyl radical, a C_1-C_6 aminoalkyl radical in which the amine is mono- or disubstituted with a (C_1-C_6)alkyl, (C_1-C_6)alkylcarbonyl, amido or (C_1-C_6)alkylsulphonyl radical; a C_1-C_6 carbamylalkyl radical; a tri(C_1-C_6)-alkylsilane(C_1-C_6)alkyl radical; a (C_1-C_6)-alkylcarbonyl(C_1-C_6)alkyl radical; an N-(C_1-C_6)-alkylcarbamyl(C_1-C_6)alkyl radical; R is chosen from a hydroxyl radical, a C_1-C_6 alkyl radical, a C_1-C_6 monohydroxyalkyl radical, a C_2-C_6 polyhydroxyalkyl radical, a C_1-C_6 alkoxy radical, a tri(C_1-C_6)-alkylsilane(C_1-C_6)alkyl radical, an amido radical, a C_1-C_6 alkylcarbonyl radical, an amino radical or an amino radical mono- or disubstituted with a (C_1-C_6)alkyl, (C_1-C_6)alkylcarbonyl, amido or (C_1-C_6)alkylsulphonyl radical.

21. Composition according to any one of Claims 14 to 20, in which R and R_{19} are C_1-C_4 alkyl radicals which may be substituted.

22. Composition according to any one of Claims 1 to 21, in which W_1 is chosen from 5-aminopyrazole, 5-hydroxypyrazole, pyrazolo[1,5-b]pyridine, pyrazolo[1,5-a]pyrimidine, pyrazolo[3,2-c]triazole, pyrazolo[1,5-b]triazole, aminopyrimidine, triaminopyrimidine, hydroxyaminopyrimidine, 2-aminopyridine, indoline and indole radicals.

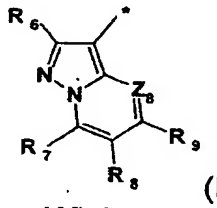
23. Composition according to Claim 22, in which W_1 is chosen from the 5-aminopyrazole and 5-hydroxypyrazole radicals of formula (R1).

24. Composition according to Claim 23, in which W_1 is chosen from 5-aminopyrazole and 5-hydroxy-pyrazole radicals in which R_6 and R_{11}, which may be identical or different, are chosen from a hydrogen atom; a linear or branched C_1-C_{10} hydrocarbon-based chain, which can form one or more 4- to 8-membered carbon-based rings, and which may be saturated or unsaturated, one or more of the carbon atoms of the carbon-based chain of which may be replaced with an oxygen, nitrogen or sulphur atom or with an SO_2 group, and the carbon atoms of which may be, independently of each other, substituted with one or more halogen atoms or hydroxyl, amino, carboxyl, sulphonic or thiol

radicals; the radicals R_6 to R_{12} not comprising a peroxide bond or diazo or nitroso radicals and the radical R_{11} not being linked directly to the nitrogen atom via an oxygen, sulphur or nitrogen atom.

25. Composition according to Claim 24, in which R_6 and R_{11} are chosen, independently, from a hydrogen atom and a linear or branched C_1-C_4 hydrocarbon-based chain, which can form one or more 5- or 6-membered carbon-based rings, and which may be saturated or unsaturated, the carbon atoms of which may be, independently of each other, substituted with one or more halogen atoms or hydroxyl or amino radicals.

26. Composition according to Claim 1 or 22, in which W_1 represents



(RIII)

R_6, R_7, R_8, R_9 and Z_8 being as defined above.

27. Composition according to Claim 26, in which W_1 is a pyrazolo[1,5-b]pyridine radical in which R_6, R_7, R_8, R_9 and R_{15}, which may be identical or different, are chosen from

- a hydrogen atom,
- a linear or branched C_1-C_{10} hydrocarbon-based chain, which may form one or more 4- to 8-

membered carbon-based rings, and which may be saturated or unsaturated, one or more carbon atoms of the carbon-based chain of which may be replaced with an oxygen, nitrogen or sulphur atom or with an SO_2 group, and the carbon atoms of which may be, independently of each other, substituted with one or more halogen atoms or hydroxyl, amino, carboxyl, sulphonic or thiol radicals; the radicals not comprising a peroxide bond or diazo or nitroso radicals,

- hydroxyl or amino radicals, the amine possibly being substituted with a linear or branched C_1-C_4 hydrocarbon-based chain, which can form one or more 5- or 6-membered carbon-based rings, and which may be saturated or unsaturated, the carbon atoms may be, independently of each other, substituted with one or more halogen atoms or hydroxyl or amino radicals.

28. Composition according to Claim 27, in which W_1 is a pyrazolo[1,5-b]pyridine radical in which R_6, R_7, R_8, R_9 and R_{15}, which may be identical or different, are chosen from:

- a hydrogen atom,
- a linear or branched C_1-C_{10} hydrocarbon-based chain, which can form one or more 4- to 8-

membered carbon-based rings, and which may be saturated or unsaturated, one or more carbon atoms of the carbon-based chain of which may be replaced with an oxygen, nitrogen or sulphur atom or with an SO_2 group, and the carbon atoms of which may be, independently of each other, substituted with one or more halogen atoms or hydroxyl, amino, carboxyl, sulphonic or thiol radicals; the radicals not comprising a peroxide bond or diazo or nitroso radicals,

- hydroxyl or amino radicals, the amine possibly being substituted with a linear or branched C_1-C_4 hydrocarbon-based chain, which can form one or more 6-membered carbon-based rings, and which may be saturated or unsaturated, the carbon atoms may be, independently of each other, substituted with one or more halogen atoms or hydroxyl or amino radicals.

29. Composition according to Claim 27, in which W_1 is a pyrazolo[1,5-b]pyridine radical in which R_6, R_7, R_8, R_9 and R_{15}, which may be identical or different, are chosen from:

- a hydrogen atom,
- a linear or branched C_1-C_{10} hydrocarbon-based chain, which can form one or more 4- to 8-

membered carbon-based rings, and which may be saturated or unsaturated, and the carbon atoms of which may be, independently of each other, substituted with one or more halogen atoms or hydroxyl, amino, monosubstituted or disubstituted amino, C_1-C_4 alkoxy, C_1-C_4 thioether, carboxyl, sulphonic or thiol radicals;

- hydroxyl or amino radicals, the amine possibly being substituted with a linear or branched C_1-C_4 hydrocarbon-based chain, which can form one or more 5- or 6-membered carbon-based rings, and which may be saturated or unsaturated, the carbon atoms may be, independently of each other, substituted with one or more halogen atoms or hydroxyl or amino radicals.

30. Composition according to Claim 27, in which the radicals R_6, R_7, R_8, R_9 and R_{15} are chosen from a hydrogen atom, a linear or branched C_1-C_4 hydrocarbon-based chain which may be saturated or unsaturated, the carbon atoms may be, independently of each other, substituted with one or more halogen atoms or hydroxyl or amino radicals.

31. Composition according to Claim 26, in which W_1 is a pyrazolo[1,5-a]pyrimidine radical in which R_7 and R_9 are chosen from a hydrogen atom, a

linear or branched C_1-C_6 alkyl radical; a C_1-C_6 monohydroxyalkyl radical; a C_2-C_6 polyhydroxyalkyl radical; a C_1-C_6 aminoalkyl radical or a C_1-C_6 aminoalkyl radical in which the amine is mono- or disubstituted with a (C_1-C_6)alkyl or (C_1-C_6)alkylcarbonyl radical, a hydroxyl or amino radical, the amino possibly being substituted with a linear or branched C_1-C_{10} hydrocarbon-based chain, which can form one or more 5- or 6-membered carbon-based rings which may be saturated or unsaturated, the carbon atoms may be, independently of each other, substituted with one or more halogen atoms or hydroxyl or amino radicals; R_6 and R_8 are chosen from a hydrogen atom, a linear or branched C_1-C_6 alkyl radical; a C_1-C_6 monohydroxyalkyl radical; a C_2-C_6 polyhydroxyalkyl radical; a C_1-C_6 aminoalkyl radical or a C_1-C_6 aminoalkyl radial in which the amine is mono- or disubstituted with a (C_1-C_6)alkyl or (C_1-C_6)alkylcarbonyl radical.

32. Composition according to Claim 31, in which R_7 and R_9 are chosen from a hydrogen atom; a linear or branched C_1-C_4 alkyl radical; a C_1-C_4 monohydroxyalkyl radical; a C_2-C_4 polyhydroxyalkyl radical; a C_1-C_4 aminoalkyl radical or a C_1-C_4 aminoalkyl radical in which the amine is mono- or disubstituted with a (C_1-C_2)alkyl radical, a hydroxyl or amino radical, the amino possibly being substituted

with a linear or branched C_1-C_4 hydrocarbon-based chain, the carbon atoms may be, independently of each other, substituted with one or more hydroxyl or amino radicals, and R_6 and R_8 are chosen from a hydrogen atom, a linear or branched C_1-C_4 alkyl radical; a C_1-C_4 monohydroxyalkyl radical; a C_2-C_4 polyhydroxyalkyl radical; a C_1-C_4 aminoalkyl radical or a C_1-C_4 aminoalkyl radical in which the amine is mono- or disubstituted with a (C_1-C_2)alkyl radical; a C_1-C_2 alkoxy radical.

33. Composition according to Claim 32, in which R_6, R_7, R_8 and R_9 are chosen from a hydrogen atom; a C_1-C_4 alkyl radical; an amino radical; a C_1-C_4 mono- or dialkylamino radical; a C_1-C_4 hydroxyalkyl radical or a C_1-C_2 alkoxy radical.

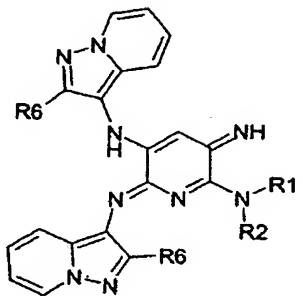
34. Composition according to any one of Claims 1 to 33, in which the compound of formula (I) is a cationic compound substituted with at least one onium radical Z.

35. Composition according to Claim 34, in which at least one of the radicals R_1 and R_2 is an onium radical Z.

36. Composition according to Claim 35, in which R_1 and R_2 form a ring of formula (II) in which R' is an onium radical Z.

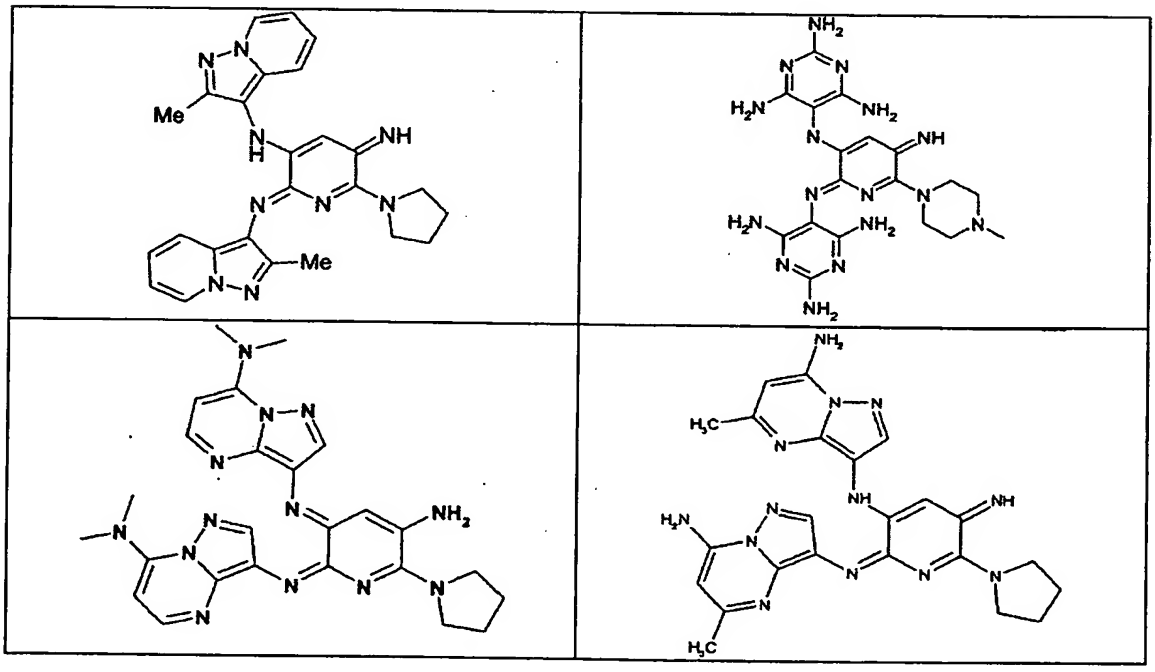
37. Composition according to Claim 36, in which Y is $NR'_6R'_7$.

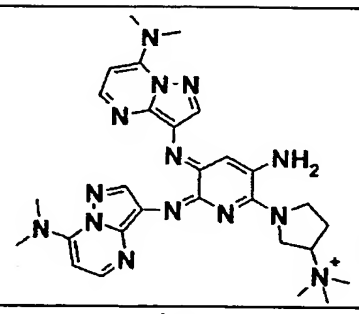
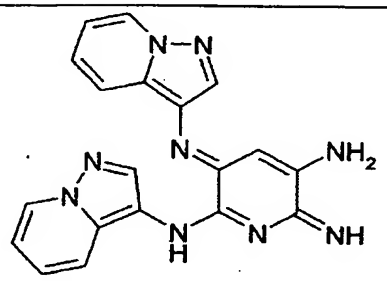
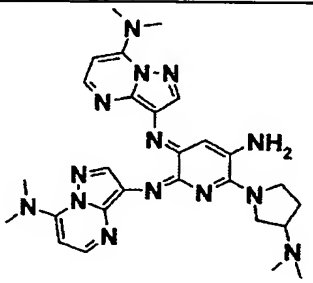
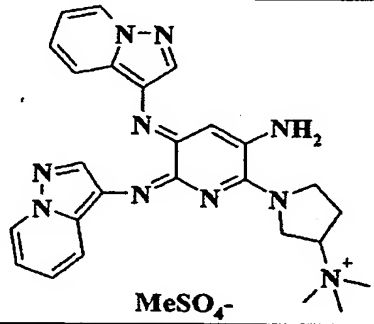
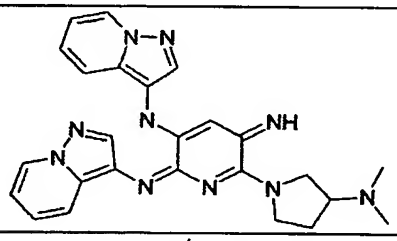
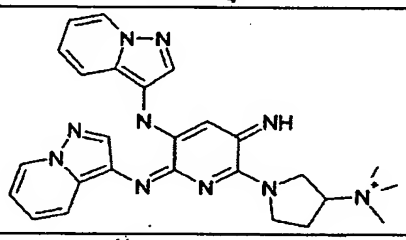
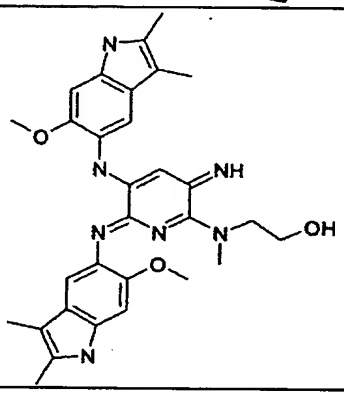
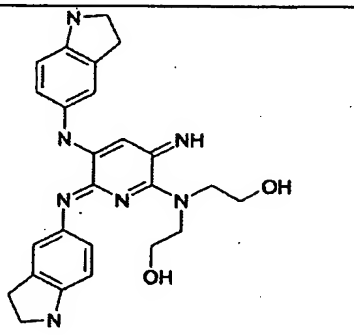
38. Composition according to any one of the preceding claims, in which the compound of formula (I) represents



in which R_1, R_2 and R_6 are as defined above.

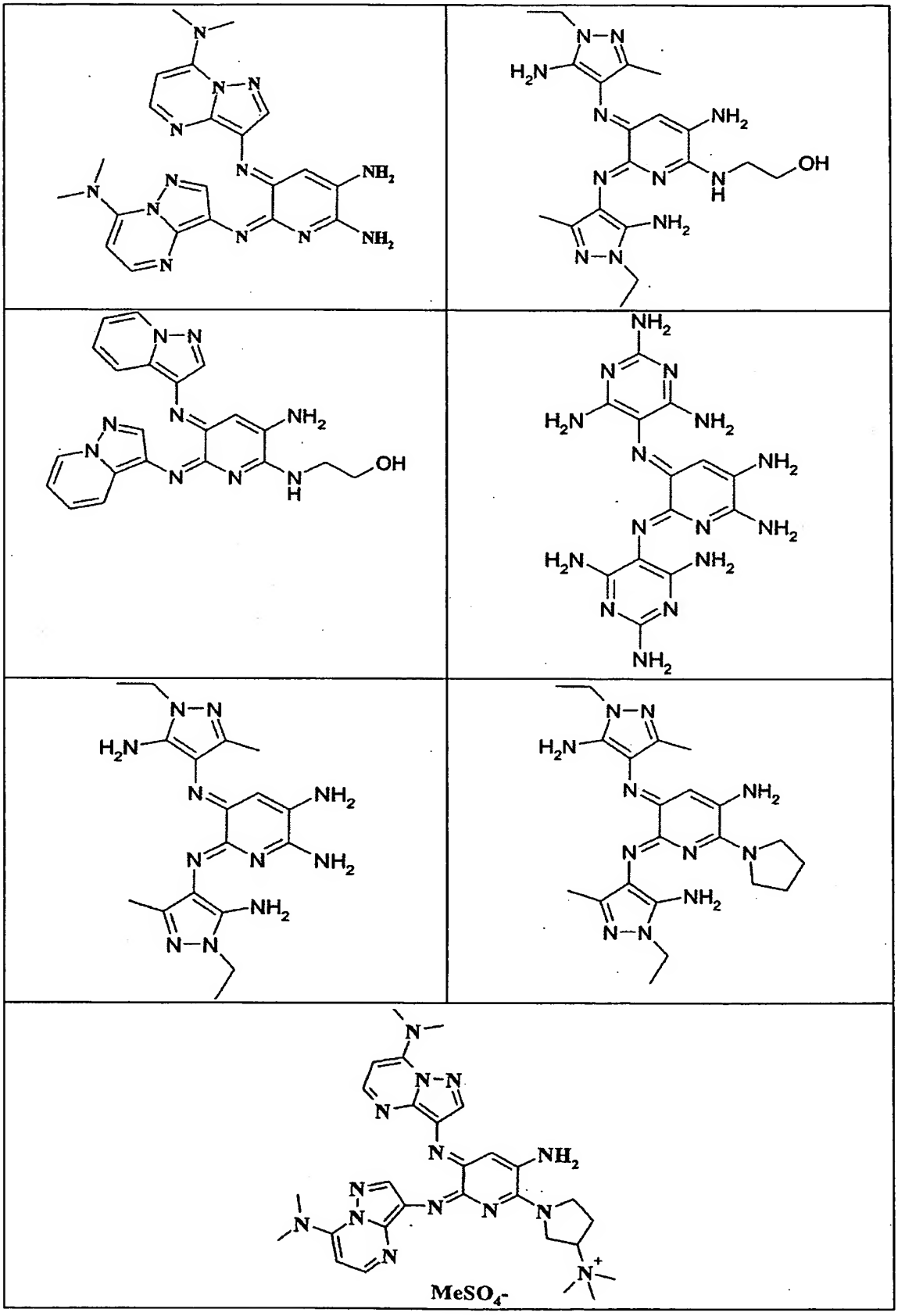
39. Composition according to any one of Claims 1 to 38, in which the compound of formula (I) is chosen from



Cl-

$MeSO_4$-


MeSO4-

40. Composition according to any one of Claims 1 to 39, in which the amount of dye of formula (I) is between 0.01% and 10% by weight.

41. Composition according to any one of Claims 1 to 40, also comprising an oxidation base chosen from para-phenylenediamines, bis(phenyl)alkylenediamines, para-aminophenols, ortho-aminophenols and heterocyclic bases, and the addition salts thereof with an acid.

42. Composition according to Claim 41, in which the oxidation base(s) is (are) present in an amount of between 0.001% and 10%.

43. Composition according to any one of Claims 1 to 42, comprising at least one coupler chosen from meta-phenylenediamines, meta-aminophenols, meta-diphenols, naphthalene-based couplers and heterocyclic couplers, and the addition salts thereof with an acid.

44. Composition according to any one of Claims 1 to 43, also comprising an oxidizing agent.

45. Direct dye of formula (I) as defined in any one of Claims 1 to 44.

46. Process for dyeing keratin fibres, which comprises the application of the composition according to any one of Claims 1 to 44 for a period that is sufficient to obtain the desired coloration.